

METHOD AND SYSTEM TO MODIFY GEOLOCATION ACTIVITIES BASED ON  
LOGGED QUERY INFORMATION

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CROSS REFERENCE TO RELATED APPLICATIONS

[0001] This application is a continuation of U.S. Application Serial No. 09/825,675 filed on April 3, 2001, <sup>(now U.S. pat. No. 6,684,250)</sup> which in turn claims the priority benefit of U.S. Provisional Application No. 60/194,761, filed April 3, 2000, and U.S. Provisional Application No. 60/241,776 filed October 18, 2000. Each of the identified applications is hereby incorporated by reference.

FIELD OF THE INVENTION

[0002] The present invention relates generally to the field of geographic location determination and, more specifically, to a method and apparatus for estimating the geographic location of a network entity, such as a node coupled to the Internet.

BACKGROUND OF THE INVENTION

[0003] Geography plays a fundamental role in everyday life and effects, for example, of the products that consumers purchase, shows displayed on TV, and languages spoken. Information concerning the geographic location of a networked entity, such as a network node, may be useful for any number of reasons.

[0004] Geographic location may be utilized to infer demographic characteristics of a network user. Accordingly, geographic information may be utilized to direct advertisements or offer other information via a network that has a higher likelihood of being the relevant to a network user at a specific geographic location.

[0005] Geographic information may also be utilized by network-based content distribution systems as part of a Digital Rights Management (DRM) program or an authorization process to determine whether particular content may validly be distributed to a certain network location. For example, in terms of a broadcast or distribution agreement, certain content may be blocked from distribution to certain